

**South Park Stakeholders Group – Board of Directors Meeting  
Thursday, November 21, 2013, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Bob Buente, Shelby Jordan, Cliff Hoffman  
*Absent: Gary Warfel, Martha Saucedo, Phillip Hill, David Galaviz*

**Staff/Contract:**

Jessica Lall, Amanda Irvine, Victor Gonzalez, Dennis Robles,  
Karla Ramos, Robert Skillman

**Guests:**

Dawn Davis, Jim Talley, Doyle McDonald, Apurva Pande,  
Corwyn Anthony

**MINUTES:**

**Chairman of the Board, Robin Bieker, called the meeting to order at 8:37 AM**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Public Comment</b>	None	<b>No action taken</b>
<b>Review and approve October 2013 Minutes</b>	None	<b>Robin motions, Bob seconds, all in favor none opposed.</b>
<b>Review and approve 2014 Operating Budget</b>	<p>Have met with RBZ (SPSG's accounting firm) to look at the budget for 2014. We cannot change the major percentages, but can change what is within them. Major changes include: budgeting for an additional safety officer next year, moving equipment costs and management to the Streetplus contract, and which categories Amanda and Sharon's salaries are coming from. Marketing has changed as well, as we've allocated more to it for sponsorships and events. We will not be on manual billing, so we estimate that we'll get the funds earlier and delinquencies will drop. City fees will go down as well.</p> <p><b>Shelby</b> – Can we get more funds as more construction happens? <b>Jessica</b> – Yes, but it assessment does not begin until construction actually starts.</p> <p><b>Shelby</b> – How is the City's communication with the County? <b>Jessica</b> – Bad and getting worse, because LA County has stopped going after anyone whose assessment is under \$5,000.</p> <p><b>Shelby</b> – What is the City doing about ownership and property changes?</p>	<b>Bob motions to approve budget as presented, Cliff seconds, all in favor, none opposed.</b>

	<p><b>Jessica</b> – We submit our own changes and we get a private report from another entity.</p> <p><b>Bob</b> – Do we get a list if delinquent properties?</p> <p><b>Jessica</b> – Yes, and we send each a letter in the summer.</p>	
<b>Review, adopt and sign the following policies:</b>		
1. Whistle Blower 2. Document Retention 3. Conflict of Interest	<p>All were put together by our legal advisors, and cross referenced with other BIDs. Comments:</p> <ol style="list-style-type: none"> <li><b>Whistle Blower – Bob:</b> Does this cover contractors, either as whistle blower or perpetrator? <b>Jessica:</b> Yes.</li> <li><b>Document Retention – Bob:</b> What does City mandate? <b>Jessica:</b> Life of the BID plus two years.</li> <li><b>Conflict of Interest</b> – Already in motion. No comments or vote.</li> </ol>	<ol style="list-style-type: none"> <li><b>Robin motions to approve written policy for 2013 and 2014, all in favor, none opposed.</b></li> <li><b>Cliff motions to approve written policy, Robin seconds, all in favor, none opposed</b></li> </ol>
	<b>Committee Reports</b>	
4. <i>DISI</i> <ol style="list-style-type: none"> <li>Review 2014 comprehensive marketing plan update</li> <li>Review new mobile app for South Park</li> <li>Approve Ideation retainer contract for \$2,700 /month for Jan – March 2014</li> </ol>	<ol style="list-style-type: none"> <li>Main components include public relations, social media campaigns, branding campaign, merchant promotion, events such as Yelp! food crawl and a summer block party (Steve – Streetplus would like to sponsor the first one), and media/sponsorship packages.</li> <li>Amanda is working on a new mobile app, one that will cost a fraction of the one presented earlier this fall. It should be ready for use by the end of the year.</li> <li>Linh will be moving to Turkey in January, but we would like to try to still work with her remotely. Proposing that we hire her at a 3 month contract at a discounted rate since she will be living abroad.</li> </ol>	<p><b>c. Cliff motions to approve, Shelby seconds, all in favor, none opposed.</b></p>
5. <i>SOBO</i> <ol style="list-style-type: none"> <li>Review and approve 2014 LA Conservation Corps contract</li> <li>Review work order for clean / safe team</li> </ol>	<ol style="list-style-type: none"> <li>LACC appreciates the partnership they have with us and are happy to continue with us. Board members express their positive thoughts on LACC’s work.</li> <li>Clean team work order is working well, safe team’s is still in development. Electronic system still has its kinks to work out, but is going smoothly for the most part.</li> </ol>	<p><b>Robin motions to approve 2014 LACC contract, Bob seconds, all in favor, none opposed.</b></p>
	<b>Executive Director Report</b>	
a. New BID Establishment	a. New BID establishment in the territory to the east is	<b>No action</b>

<p>Update</p> <p>b. ULI TAP Update (October 24 &amp; 25)</p> <p>c. JLL Report Update</p> <p>d. South Park Development Updates</p> <p>i. Hope St. Hotel</p> <p>ii. Onyx Project</p> <p>iii. 7-11 Alcohol License</p>	<p>moving forward with Tara Devine as consultant. The goal is to start the steering committee in December if possible, or in January. The effort will be lead by property owners in the new area.</p> <p>b. ULI study and panel was a great success. It brought professionals in planning, architecture, design, and real estate together to create an action plan for South Park, and it drew 100 people to the presentation. The final report is ready.</p> <p>c. JLL real estate report will be ready for the Annual Meeting. It will focus more on the existing real estate statistics for the area than future plans, and will be very useful for marketing South Park.</p> <p>d. 1130 Hope St hotel has been approved by City Planning. Onyx Project will be heard by Planning again on Dec. 12. ICON is still under advisement as they announce a plan to sell the property, so it cannot be as easily shut down.</p>	<p><b>taken</b></p>
<p><b>Other Business</b></p>	<p><b>Jonathan Gael, RS: Cost Recovery Solution. Refuse Specialists:</b> Act as a client representative, takes administrative functions and streamlines through audits. Have returned over \$3 million for clients through fixing invoice errors. Been negotiating hauler contracts for 25 years. <b>Bob</b> – Is there a minimum size contract? <b>Jonathan</b> – <i>Cities that have a contract with the hauler can still be helped because they can do “right sizing” of the services – i.e. larger bins picked up less often. They are nationwide, and his contact info is on the brochure.</i></p>	<p><b>No action taken</b></p>
<p><b>Next Meeting</b></p>	<p>December 12, 2013 at 5:30p (Annual Meeting) – will be unveiling the ULI report and JLL report, marketing plan, Huizar and Captain McMahon will be there.</p>	<p><b>No action taken</b></p>

**Robin adjourns meeting at 9:43 AM**

**NEXT STEPS:**

- **Jessica will:**
  - Move forward with the new 2014 approved budget
  - Take care of the 2014 LACC contract
- **Amanda will:**
  - Continue work on the app
  - Work with Linh on the marketing and sponsorship efforts for 2014

**Minutes taken by Amanda Irvine, staff**